METHODS AND SYSTEMS FOR AUCTIONING OF
PRE-SELECTED CUSTOMER LISTS

ABSTRACT OF THE DISCLOSURE

Methods and systems configured to use models to generate customer lists for auctioning are disclosed. The method includes the steps of prompting a user to select at least one of a plurality of customer profiles, calculating a probability for each customer that the customer will respond to a product offer, grouping customers into distinct lists based upon at least one of the selected profiles and calculated probabilities, and prompting product dealers to bid on the customer lists. The auction is a probabilistic auction and participants have access to depersonalized information on prospective customers as well as probabilities that customers will respond.